

## **SAMPLE CONVERSION STUDY**

### **Page 1 of 3**

Methodology: A conversion survey is employed to determine how successful your advertising/promotion campaign has been in converting *inquiries* into visits. This survey form is to be mailed or emailed to a sample of your inquirers. Here is how to proceed:

1. Obtain a list of all people who have requested information...you may evaluate a cross-section of sources of inquiries, or focus upon a specific source on inquiries (e.g., a web site or magazine ad).
2. If this list (called the “population”) is very large, you may wish to survey a sample of inquirers; however, if the list is fewer than 1,000 inquirers, you should survey the entire population.
3. If you decide to survey a sample, it is recommended that you determine the percentage breakout of your population by state/province/country of origin; then, you will distribute surveys to a sample that represents the same percentages (e.g., if 40% of your inquiries come from Massachusetts, then 40% of your sample also should be from the Bay State).
4. When you do a mail or electronic survey, you should attempt to obtain 200-300 usable surveys (min); also, you should expect to receive a 10-20% return rate. Therefore, to determine the number of surveys that you must distribute, you will divide the expected return rate (0.10, or 10%) into the number of desired returns (e.g., 300)...thus,  $300 \div 0.10 = 3,000$ ...you will need to send out 3,000 surveys. Also, if 40% of your inquiries come from Massachusetts, you will send  $3,000 \times .40$ , or 1,200 surveys to Bay State inquirers.

## **SAMPLE CONVERSION SURVEY**

**Page 2 of 3**

1. Which of the following sources of information helped you to evaluate \_\_\_\_\_ (***name of your area***) as a possible travel destination during the (***the season and year***). **Please check all that apply.**
  - ☐ 1. Prior travel to New Hampshire
  - ☐ 2. Recommendations from friends/relatives
  - ☐ 3. (add your own items here)
  - ☐ 4. (add your own items here)
  - ☐ 5. (add your own items here)
  
2. Specifically, how did you request \_\_\_\_\_ (***name of your area***) travel information? **Please check all that apply.**
  - ☐ 1. called the 800# in \_\_\_\_\_ (*place name/s of ads or brochures here*).
  - ☐ 2. called the 800# in \_\_\_\_\_ (*place name/s of ads or brochures here*).
  - ☐ 3. called the 800# in \_\_\_\_\_ (*place name/s of ads or brochures here*).
  - ☐ 4. returned a business reply card from \_\_\_\_\_.
  - ☐ 5. returned a business reply card from a direct mail piece.
  - ☐ 6. returned a "reader service" card from a magazine.
  - ☐ 7. accessed the www. \_\_\_\_\_ web site
  - ☐ 8. other \_\_\_\_\_ (please specify)
  
3. Thinking back to the time when you requested travel information about \_\_\_\_\_ (***name of your area***), which of the following phrases best describes how influential the advertising and promotional material (print or web-based) was in your decision to visit? **Please check only one box.**
  - ☐ The promotional materials definitely influenced my decision to visit.
  - ☐ The promotional materials reinforced my feelings about deciding to visit.
  - ☐ I had already decided to visit when requesting the promotional materials and therefore they had no influence on my decision to visit.
  
4. Did you travel to \_\_\_\_\_ (***name of your area***)?
  - ☐ Yes      ☐ No

## **SAMPLE CONVERSION SURVEY**

Page 3 of 3

5. If No, which of the following phrases best describe(s) your reason(s) for NOT traveling to \_\_\_\_\_ (*name of your area*) during \_\_\_\_\_ (*season and year*)? **Please check all that apply.**

- ☐ 1. Travel information received too late for planning trip.  
☐ 2. Chose other destination. Please specify:

\_\_\_\_\_  
Primary reason:

- ☐ 3. Decided to vacation closer to home.  
☐ 4. Did not travel for economic reasons.  
☐ 5. Could not find accommodations desired.  
☐ 6. Personal/family-related reasons unrelated to destinations.  
☐ 7. Lack of vacation time.  
☐ 8. New Hampshire lacked key attributes.

Please specify: \_\_\_\_\_

- ☐ 9. Other (please specify): \_\_\_\_\_

6. Was this your first visit to \_\_\_\_\_ (*name of your area*)?

- ☐ Yes      ☐ No

7. Did you stay overnight in \_\_\_\_\_ (*name of your area*) during this visit?

- ☐ Yes      ☐ No

8. Please indicate your state of residence and zip code: state \_\_\_\_\_ zip \_\_\_\_\_